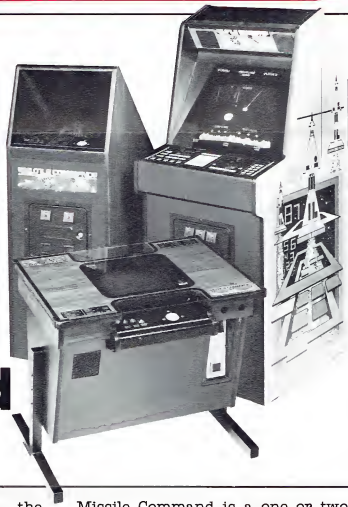


ATARI COIN CONNECTION

ATARI INC., 1265 BORREGAS AVENUE, SUNNYVALE, CALIFORNIA 94086

Introducing Missile Command



The ultimate battle action experience... the game the industry has been waiting for is now in full production.

Commenting on the new release, Frank Ballouz, Atari's Marketing Director, said, "Missile Command is an action blockbuster, another innovation breakthrough concept in video games."

"Along with full color, Trak-Ball™ excitement, Missile Command is the first production video game designed for both street and arcade locations to be set for 50 cent single play as it is shipped from the factory. Extensive long-term location testing has been so favorable to both game play and coinage that it really looks like the next runaway hit."

Missile Command is a one or two player missile defense strategy game. Players must defend their cities and missile bases as long as possible by guiding their missiles to intercept and destroy waves of computer-controlled ICBM missiles, killer satellites and bombers. The objective is to gain as many points as possible by destroying invading targets and to keep cities from being completely destroyed. When all the cities are gone, the game is over.

Difficulty and challenge increases with each successive wave. Wave one has MIRVs (branching attack missiles), Wave two offers Satellites, Wave six, "smart" missiles.

Further incentive and replay challenge are

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Missile Command Introduction

continued

added by Atari's High Score Table displayed in the attract mode. If a player has one of the eight highest scores, he can enter his initials at the end of the game.

Outstanding features also include 19" color monitor display, Trak-Ball target control, bonus scoring, four operator-adjustable game times (game starts with 4, 5, 6 or 7 cities), eight operator-adjustable "bonus cities" extended play levels, and operator-adjustable coinage options.

For increased location versatility and profit potential, Missile Command will also be available in three cabinet models: Upright, and the space-saving Cocktail and Cabaret™ styles.

T-shirts and other promotional items will be available to help create interest in this exciting attraction.

Promotions for Profit

Here's a promotional idea sent to Atari by Jim McIntyre of Lakewood Gardens Miniature Golf Course and Arcade, Lakewood, CA.

Jim has improved his repeat traffic by promoting the use of Susan B. Anthony coins with advertising posters. These posters are available at no charge from the federal reserve (3 color, 23" x 35", captioned "The Dollar of the Future... The Susan B. Anthony Coin.")

"We've placed several posters in our location and have noticed a dramatic rise in the use of the dollar coin. All machines that will accept a dollar slot now have one and we give an extra game or added time for a patron's more sizeable investment," commented Jim.

In his location, there is a high percentage of regular players. Their ASTEROIDS™ games predominantly attract adults who put \$5 into the game each time they play. "In this type of situation, a dollar coin incentive stimulates even more play on the game," according to Jim.

To order free posters of the SBA coin, contact: Bob Wing, Los Angeles Reserve Bank, P.O. Box 2077, Terminal Annex, Los Angeles, CA 90061, (213) 683-8350.

50¢ Single Play Introduced with Missile Command

The introduction of Atari's Missile Command marks the first time a production video game designed for both street and arcade locations will be shipped to distributors set on straight 50 cents per single play.

In making the announcement, Frank Ballouz, Atari's Director of Marketing said, "50 cent play has been need by the industry for some time to help offset the rising cost of manufacturing and to help increase location revenues, Missile Command is a dramatic response to that need."

"Extensive location testing has proven that players in most locations will play just as many times for 50¢ as they would for 25¢."

"We hope operators will take advantage of this greater profit opportunity and be aggressive about trying and staying with it," he added.

"The potential for higher return from 50¢ play will also help to place the game in more street type locations as well."

For added versatility, coinage options also include Atari's regular coinage options. Atari's marketing experts advise that these options are best utilized if the location proves unsuitable for 50¢ play because of environmental and player factors or if a secondary earnings booster seems necessary later in the life of the game.

Missile Command is a one or two player full color missile defense game. Players must protect cities by destroying successive waves of invading ICBM missiles. The game also includes unique Trak Ball™ control, four operator adjustable game lengths, and eight adjustable extended play score levels.

Field Service Seminar Program

Russ MacDonald and Bob Salmons, under the leadership of Fred McCord, are travelling throughout the country to personally explain and demonstrate to Atari distributors and their technicians the latest state-of-the-art technology used in Atari games.

The current schedule is as follows:

JULY 1980	CITY	DISTRIBUTOR
29th	Rhineland, WI	Empire Distributing Inc., Green Bay, WI
31st	Minneapolis, MN	Lieberman Music Co.
AUGUST 1980		
6th	Oklahoma City, OK	Southwest Vending Sales
7th	San Antonio, TX	Southwest Vending Sales
12th	Kansas City, MO	Rowe International, Inc.
14th	Omaha, NE	Central Distributing
19th	Louisville, KY	Kentucky Coin
21st	Cleveland, OH	Cleveland Coin Int'l.
26th	Menomonee Falls, WI	Pioneer Sales & Service

TECHNICAL TIP

Asteroids

A simple modification allows you to select a faster speed for your Asteroids game. This will provide more challenge for those locations where the skill level is high.

You will need some 30 gauge wire and a switch.

1. Clip and lift pin 4 of C5 (74LS161)
2. Wire switch as follows:
 - common to lifted pin 4
 - normally closed to pad where

pin 4 used to be connected
 • normally open to pull up resistor next to C5.

Note:

1. Be sure you wire to the end of the pull-up resistor not tied to +5V.
2. Clipping any other pins besides pin 4 may have adverse effects on Audio, Video, and/or coin discrimination.

Atari Co-Sponsors Benefit for Youth

In conjunction with the San Jose (California) Parks & Recreation Department and San Jose Youth Commission, Atari co-sponsored a game arcade as a fund-raising event to benefit area youth programs. The game arcade was set up at the annual Tapestry in Talent 4th of July Festival sponsored by the City of San Jose. It is estimated that more than 1,000,000 people attended the three-day event, which featured a wide variety of crafts, food booths and entertainment.

A large store in the festival area was donated by a local businessman for the arcade. Nineteen Atari games, including ten of the popular ASTEROIDS™, were placed in the building. The Atari Graphics Department made large colorful signs

for the storefront, and game posters were used to decorate the interior. Parks & Recreation personnel manned the arcade, and Atari technicians took shifts to insure that the games remained in top working order for maximum profit. Pizza Time Theatre offered the use of a dollar bill changer.

In addition to proceeds from game play, Atari T-shirts, belt buckles, key chains, and posters were sold to enthusiastic players. The popular hand-held TOUCH-ME™ games by Atari were also made available.

As part of the plan to draw players to the arcade, an ASTEROIDS tournament was held each afternoon from 2-4 p.m. Signups were held during the day,

and prizes were awarded for the three highest scores daily.

Proceeds from this fund-raising event will be used for recreation equipment, teen drop-in centers, and other needs of the youth program. The popularity of the games, combined with the crowds that attended the festival, made this a monetary success for the youth program and excellent public relations and exposure for Atari. Many families attending discovered the fun of playing electronic games, knowing that the proceeds would benefit the youth of the community.

Distributors and operators across the country can capitalize on this idea by seeking opportunities to become involved with worthwhile causes in their communities.



Customer Service

A typical phone call to the technicians at Atari Customer Service starts with the operator identifying the fact that there is a game out of order. The technician responds by saying, "What is the problem?" and the operator's answer usually is, "I don't know; it doesn't work." This might sound like an exaggerated scenario, but it happens quite often, and a good percentage of the problems with machines can be fixed via the phone if the operator has a few simple tools.

All of our machines are shipped with manuals and schematics. These should be left with the game. Having these available on location could save hours of guess work and aggravation.

The games have a self-test procedure. The test is explained in detail in the game manual. Reading

the manual and being familiar with the self-test feature will help you locate the majority of the problems in a minute.

Two pieces of equipment that are "indispensible" are the meter and the logic probe. These items cost you \$15 to \$25 each at a local electronics store (Radio Shack recently had meters on sale for \$9 and logic probes for \$19.95.) Having these items could mean the difference between fixing the game "on location" or taking the game to the shop. Considering the earning potential of a game like Atari Asteroids™ and the revenues lost by having that game down for more than a day, the tools are very cheap investments.

The meter is useful for checking voltages on the game board, and power supply, lamps, etc. It can also be used to check continuity in

wiring harnesses, finding breaks in a wire, or loose connections, which are common problems to all games.

A logic probe is useful for checking IC components on a game board. Many times it can isolate the problem down to a common \$1.00 IC.

Having these tools is also useful if you call the shop for help in fixing the game on location. You'll be able to trace through the schematic and take readings to determine where the problem is.

It pays to be prepared with some basic, inexpensive tools in case your game goes down. The tools can pay for themselves in less than a day, and probably will pay for themselves many times over. The most important thing to remember is that simple tools and the ability to use these tools save you work, and keep your games collecting revenue.

Operators of the Eighties

July Profile: Melvin & Ronald Getlan, Hartsdale, New York

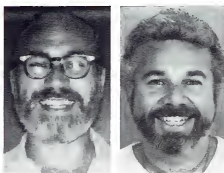
Atari is featuring Melvin and Ronald Getlan of Amusement Consultants Limited as this month's Operators of the Eighties. The Getlan brothers were nominated for recognition in the Coin Connection primarily because of their progressive method of pricing on video and pinball games.

Amusement Consultants Limited has approximately 3500 games distributed between 35 different locations. Each game center has between 20 to 400 machines. The largest game center is located in an amusement park, and other centers are in shopping mall arcades, restaurants, skating rinks, discos, and bowling alleys.

For the past six months, all of the company's top-earning videos and every pinball game have been priced at 50¢ per play. Their HERCULES™ games, placed on location over a year ago, are still priced at \$1 per game for 3 balls.

If you walked into one of the Getlan's locations, you could expect to see multiple numbers of the newest equipment, all priced at 50¢ per play. You might find two ASTEROIDS™, two GALAXIANS, one sit-down TAIL GUNNER, a MONACO GP, one 4-PLAYER FOOTBALL™, a SPACE INVADERS pinball, a SILVERBALL MANIA, and a FIREPOWER — all demanding two quarters per play, or one SBA dollar for three plays.

There are many advantages to running a large operation such as Amusement Consultants Limited. The business is run similar to a distributorship, testing one of just about every game that is on the market. The rotation of equipment is also possible, and, in fact, one of



Melvin Getlan Ronald Getlan

the most important aspects of a large arcade operation. The mix of games must change in order to offer variety to the regular customer. According to Ron Getlan, "Constant change and rotation of machines, giving customers a variety of games, is essential. Our customers are repeat customers who come back again and again, and we have to offer them the newest and best variety of equipment."

Amusement Consultants Limited has a central warehouse and repair

Attention!

For the past few months we have featured an Operator of the Eighties in the Coin Connection. We hope that other operators have found these articles as interesting and informative as we have.

We look at the Operator of the Eighties column as one way to talk in-depth with a wide variety of operators. Atari is interested in learning about your amusement games business. If you are willing to share your experiences with other Coin Connection readers, please write to: Editor/Coin Connection, 1215 Borregas Avenue, Box 427, Sunnyvale, CA 94086.

facility in Hempstead, New York where a full staff of excellent electronic technicians are able to do 90% of their own board repair. There are three full-time employees in the parts department alone. Parts inventory, vital machine information, cash control, and other business functions are all maintained on computer.

Serving the customer is also important to a successful game center, according to Ron. He does not believe that having a change machine is enough in a location; in the Getlan's arcades there are always uniformed attendants walking the floor to service the customers and give out change. The Getlan's do not believe in putting "Out of Order" signs on games; when a game cannot be fixed on location within a 24-hour period, it is removed and replaced with another game. If a customer claims that a game is not working properly, the attendants have been instructed to give the customer credit for another game. In Ron Getlan's words, "The customer is always right. After all we are not selling a product, we are only selling time, a few minutes on a game, we can afford that."

Amusement Consultants Limited has recently opened a "new concept" arcade of 20 amusement games. The location has space-theme videos only, and is decorated in a very futuristic mode. The Getlan brothers are not sure if, and how well the idea will work, but they are willing to experiment.

Atari commends the Getlan brothers for their contribution to the concept of innovative leisure. We wish them the best of luck in the years to come.

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